

1 of 11

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

CLIENT: CROSSROADS GPS SC=*

THANKS ANJIE FOR ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-------------|-------|-------|----------------|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 1 | W | 5A-6A | ACTION NWS@5AM | :30 | \$225.00 | 08/15-08/15 | 1 | 1 | 1 | \$225.00 | |
| | Rating: 1.4 | | | | | | | | | | | |
| | 2 | TH | 5A-6A | ACTION NWS@5AM | :30 | \$225.00 | 08/16-08/16 | 1 | 1 | 1 | \$225.00 | |
| | Rating: 1.4 | | | | | | | | | | | |
| | 3 | F | 5A-6A | ACTION NWS@5AM | :30 | \$225.00 | 08/17-08/17 | 1 | 1 | 1 | \$225.00 | |
| | Rating: 1.4 | | | | | | | | | | | |
| | 4 | M | 5A-6A | ACTION NWS@5AM | :30 | \$225.00 | 08/20-08/20 | 1 | 1 | 1 | \$225.00 | |
| | Rating: 1.4 | | | | | | | | | | | |
| | 5 | TU | 5A-6A | ACTION NWS@5AM | :30 | \$225.00 | 08/21-08/21 | 1 | 1 | 1 | \$225.00 | |
| | Rating: 1.4 | | | | | | | | | | | |
| | 6 | W | 6A-7A | ACTION NWS@6AM | :30 | \$450.00 | 08/15-08/15 | 1 | 1 | 1 | \$450.00 | |
| | Rating: 1.3 | | | | | | | | | | | |
| | 7 | TH | 6A-7A | ACTION NWS@6AM | :30 | \$450.00 | 08/16-08/16 | 1 | 1 | 1 | \$450.00 | |
| | Rating: 1.3 | | | | | | | | | | | |
| | 8 | F | 6A-7A | ACTION NWS@6AM | :30 | \$450.00 | 08/17-08/17 | 1 | 1 | 1 | \$450.00 | |
| | Rating: 1.3 | | | | | | | | | | | |

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|-------------------|---------|-------------|---|---------------|-----|
| Rep Order# | 6839669 | Ver# | 1 | Status | New |
| EC'd | Yes | | | | |

| | |
|-------------------|-----------------------|
| Station | KTNV-TV LAS VEGAS, NV |
| Advertiser | () .CROSSROADS GPS |
| Product | Crossroads GPS |
| Estimate# | 893 |
| Buyer | Michelle Santuoso |
| Phone# | |
| Fax# | |

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-------------|-------|-------------|-----------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 75 | W | 11P-1135P | LATE NEWS | :30 | \$1,200.00 | 08/15-08/15 | 1 | 1 | 1 | \$1,200.00 | |
| | Rating: 2.8 | | | | | | | | | | | |
| | 76 | TH | 11P-1135P | LATE NEWS | :30 | \$1,200.00 | 08/16-08/16 | 1 | 1 | 1 | \$1,200.00 | |
| | Rating: 2.8 | | | | | | | | | | | |
| | 77 | F | 11P-1135P | LATE NEWS | :30 | \$1,200.00 | 08/17-08/17 | 1 | 1 | 1 | \$1,200.00 | |
| | Rating: 2.8 | | | | | | | | | | | |
| | 78 | M | 11P-1135P | LATE NEWS | :30 | \$1,200.00 | 08/20-08/20 | 1 | 1 | 1 | \$1,200.00 | |
| | Rating: 2.8 | | | | | | | | | | | |
| | 79 | TU | 11P-1135P | LATE NEWS | :30 | \$1,200.00 | 08/21-08/21 | 1 | 1 | 1 | \$1,200.00 | |
| | Rating: 2.8 | | | | | | | | | | | |
| | 80 | W | 1135P-1205A | NIGHTLINE | :30 | \$450.00 | 08/15-08/15 | 1 | 1 | 1 | \$450.00 | |
| | Rating: 1.2 | | | | | | | | | | | |
| | 81 | TH | 1135P-1205A | NIGHTLINE | :30 | \$450.00 | 08/16-08/16 | 1 | 1 | 1 | \$450.00 | |
| | Rating: 1.2 | | | | | | | | | | | |
| | 82 | F | 1135P-1205A | NIGHTLINE | :30 | \$450.00 | 08/17-08/17 | 1 | 1 | 1 | \$450.00 | |
| | Rating: 1.2 | | | | | | | | | | | |
| | 83 | M | 1135P-1205A | NIGHTLINE | :30 | \$450.00 | 08/20-08/20 | 1 | 1 | 1 | \$450.00 | |
| | Rating: 1.2 | | | | | | | | | | | |
| | 84 | TU | 1135P-1205A | NIGHTLINE | :30 | \$450.00 | 08/21-08/21 | 1 | 1 | 1 | \$450.00 | |
| | Rating: 1.2 | | | | | | | | | | | |

| | | | | | |
|-------------------|---------|-------------|---|---------------|-----|
| Rep Order# | 6839669 | Ver# | 1 | Status | New |
| EC'd | Yes | | | | |

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|-------------------|-----------------------|
| Station | KTNV-TV LAS VEGAS, NV |
| Advertiser | () .CROSSROADS GPS |
| Product | Crossroads GPS |
| Estimate# | 893 |
| Buyer | Michelle Santuoso |
| Phone# | |
| Fax# | |

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-------------|-------|-----------|----------------------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 85 | TU | 8P-9P | LAST-STAND-ABC/MAN UP!-ABC | :30 | \$3,500.00 | 08/21-08/21 | 1 | 1 | 1 | \$3,500.00 | |
| | Rating: 3.5 | | | | | | | | | | | |
| | 86 | TH | 10P-11P | PRVT PRCTC-ABC | :30 | \$3,000.00 | 08/16-08/16 | 1 | 1 | 1 | \$3,000.00 | |
| | Rating: 2.6 | | | | | | | | | | | |
| | 87 | F | 10P-11P | 20/20-FRI-ABC | :30 | \$2,500.00 | 08/17-08/17 | 1 | 1 | 1 | \$2,500.00 | |
| | Rating: 2.5 | | | | | | | | | | | |
| | 88 | SA | 5A-6A | ACTN NWS SA@5A | :30 | \$225.00 | 08/18-08/18 | 1 | 1 | 1 | \$225.00 | |
| | Rating: 1.5 | | | | | | | | | | | |
| | 89 | SA | 6A-7A | ACTN NWS SA@6A | :30 | \$450.00 | 08/18-08/18 | 1 | 1 | 1 | \$450.00 | |
| | Rating: 2.3 | | | | | | | | | | | |
| | 90 | SA | 7A-8A | GD MRN-SAT-ABC | :30 | \$600.00 | 08/18-08/18 | 1 | 1 | 1 | \$600.00 | |
| | Rating: 2.8 | | | | | | | | | | | |
| | 91 | SA | 8A-9A | ACTN NWS SA@8A | :30 | \$450.00 | 08/18-08/18 | 1 | 1 | 1 | \$450.00 | |
| | Rating: 1.8 | | | | | | | | | | | |
| | 92 | SA | 11P-1135P | ACTION NWS@11P< | :30 | \$1,000.00 | 08/18-08/18 | 1 | 1 | 1 | \$1,000.00 | |
| | Rating: 2.2 | | | | | | | | | | | |
| | 93 | SU | 5A-6A | ACTN NWS SU@5A | :30 | \$225.00 | 08/19-08/19 | 1 | 1 | 1 | \$225.00 | |
| | Rating: 1.4 | | | | | | | | | | | |
| | 94 | SU | 6A-7A | ACTN NWS SU@6A | :30 | \$450.00 | 08/19-08/19 | 1 | 1 | 1 | \$450.00 | |
| | Rating: 2.1 | | | | | | | | | | | |
| | 95 | SU | 7A-8A | GD MRN-SUN-ABC | :30 | \$600.00 | 08/19-08/19 | 1 | 1 | 1 | \$600.00 | |
| | Rating: 2.5 | | | | | | | | | | | |

Station KTNV-TV LAS VEGAS, NV

Advertiser () .CROSSROADS GPS

Product Crossroads GPS

Estimate# 893

Buyer Michelle Santuoso

Phone#

Fax#

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 12/11/893

Flight Dates 08/15/2012 - 08/21/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-------------|-----|-------|-----------|-----------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 96 | SU | 8A-9A | ACTN NWS SU@8A | :30 | \$450.00 | 08/19-08/19 | 1 | 1 | 1 | \$450.00 | |
| Rating: 2.0 | | | | | | | | | | | | |
| | 97 | SU | 10A-11A | THIS WEEK-ABC | :30 | \$500.00 | 08/19-08/19 | 1 | 1 | 1 | \$500.00 | |
| Rating: 0.4 | | | | | | | | | | | | |
| | 98 | SU | 6P-630P | ACTION NWS@6PM | :30 | \$500.00 | 08/19-08/19 | 1 | 1 | 1 | \$500.00 | |
| Rating: 1.8 | | | | | | | | | | | | |
| | 99 | SU | 11P-1135P | ACTION NWS@11P< | :30 | \$1,200.00 | 08/19-08/19 | 1 | 1 | 1 | \$1,200.00 | |
| Rating: 2.3 | | | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 104 / \$62,650.00

---SALES MONTHLY TOTALS---

Aug 12: 104 / \$62,650.00

Sales Totals: 104 / \$62,650.00

Station Totals: 104 / \$62,650.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$348,056 | KBLR | 0% | KLAS | 34% | KSNV | 28% | KTNV | 18% | KTUD | 1% |
| | | KVCW | 0% | KVMY | 3% | KVVU | 16% | | | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA35+

Rep Order# 6839669 Ver# 1 Status New
EC'd Yes

Traffic Order# 6839669

Printed: 08/08/2012 8:06 AM
Last Received: 08/07/2012 3:14 PM
Showing Buylines: All Lines

Station KTNV-TV LAS VEGAS, NV
Advertiser () .CROSSROADS GPS
Product Crossroads GPS
Estimate# 893
Buyer Michelle Santuoso
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/893
Flight Dates 08/15/2012 - 08/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
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--- CREDIT RISK ---
CASH IN ADVANCE